

REMARKS

In response to the above-referenced Official Action Applicants traverse the Examiner's rejection to the pending claims. Specifically, Applicants traverse the Examiner's rejection to claims 1-15 under 35 U.S.C. §102(e) to Phillip et al. As an initial matter, although the Examiner concludes that Phillip teaches all of the features of the instant claims, the Examiner does not specifically identify as to each claim element in the pending claims where such disclosure is found in Phillip as required by MPEP Section 706. In the event the Examiner maintains the current rejection, Applicants respectfully request the Examiner to identify with specificity the pertinent disclosure in Phillip that is being relied upon as anticipatory. Nevertheless, Applicants discuss below specific differences between Phillip and the claimed invention as presently amended and respectfully request the Examiner to reconsider the rejection to the presently amended claims.

The invention claimed here generally relates to an integrated shopping cart system that automates the ordering by a user of item (products or services) from one or more affiliate websites, with the user accessing the affiliate websites via the first website. As a non-limiting example, the first website may display a predefined selection of products from the affiliate websites' catalogs. At that point, the user may select an item or service from the first website and then access the affiliate website via the first website to review or modify the details of the item or service. Once the item is selected for purchase on the affiliate website, it is added to the first website's shopping cart. Should the user wish to purchase additional items from that or another affiliate's website, the process could be repeated *ad infinitum* with the user navigating from the first website to the detail item or service information on the affiliate website. Should the user then wish to purchase the item (or service) from the particular affiliated website, the item would again be placed in the first website's shopping cart and the user could be routed back to the first website to facilitate the order. Once the user has finalized his or her shopping cart order using the first website shopping cart, relevant transaction information can then be sent to the affiliate websites for fulfillment of the item. When the item ultimately is transmitted to the user (such as electronically, via mail or postal service, or using some other means for providing the purchased item or service) via the affiliate's website, transaction information about the item or service can then be sent to the first website to let the user know the details of the transmittal information (i.e., such as when the item shipped, when the item can be downloaded, etc.). Using

this approach, the user is able to take advantage of any special features of the affiliate websites for that particular item or service.

In contrast, the Phillip reference relates to a method of facilitating transactions on websites using a number of web forms without allowing the user to access the websites or affiliated websites that are selling the selected items. In other words, the Phillip reference discloses a technique whereby item information is extracted from these websites and the information is displayed to the user on a specific webpage or form that is separate from the selling websites (or affiliate websites). Indeed, the user selects the item(s) on this webpage and those item(s) are placed into a shopping cart on the same website. Further, in the Phillip reference, and in particular, as confirmed in its claims, it is clear that the user does not access the websites from which the item selection is aggregated to place an order for an item. Thus, the user does not access the affiliated websites from the first website as set forth explicitly in the pending claims of the present application. Since the user does not visit the websites that are selling the items in the Phillip disclosure, there is no way for the user to take advantage of any special features of that separate website.

This difference is explicitly recited in the presently pending claims. As an example, claim 1 as amended now recites, in part, that the shopping cart application is “configured to maintain a shopping cart order of items selected by a user accessing one or more of a plurality of affiliated websites...” and also recites, in part, that the catalog application is “adapted to receive item information relating to the items that can be selected by the user accessing one or more of the plurality of affiliated websites...”. As presently amended, Applicants respectfully submit that the Phillip reference does not disclose each and every limitation of claim 1 (or its dependent claims).

Similarly, claim 6 as amended now recites, in part, that the shopping cart application is “configured to maintain a shopping cart order of items selected by a user accessing one or more of a plurality of affiliated websites...” and a catalog application that is “adapted to receive item information relating to items that can be selected by the user accessing one or more of the plurality of affiliated websites...” As presently amended, Applicants respectfully submit that the Phillip reference does not disclose each and every limitation of claim 6 (or its dependent claims).

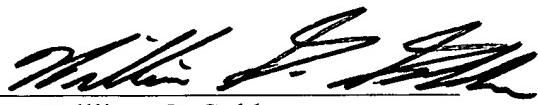
Claim 11 similarly has been amended to indicate that a user can access one or more of the affiliated websites to select one or more items and which are maintained in a shopping cart application at the first website. As presently amended, Applicants respectfully submit that the Phillipre reference does not disclose each and every limitation of claim 11 (or its dependent claims).

Accordingly, Applicants respectfully submit that the claims as presently pending are in condition for allowance and favorable reconsideration and early allowance of this application is respectfully requested.

Respectfully submitted,

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APPENDIX A- MARKED UP CLAIMS

1. (Amended) An electronic shopping cart system integrated with a computer network connecting a plurality of servers together, the computer network being accessible by a user, comprising:

a first server associated with a first website, the first server including a shopping cart application configured to maintain a shopping cart order of items selected by a user [from] accessing one or more of a plurality of affiliated websites, and a catalog application adapted to receive item information relating to the items that can be selected by the user [from] accessing one or more of the plurality of affiliated websites, the first server being configured to process the shopping cart order and to provide order fulfillment information to the affiliated websites from which the items were selected by the user; and

a plurality of affiliated servers associated with the plurality of affiliated websites, each of the affiliated servers including a respective catalog of item information relating to the items that can be selected from the respective affiliated websites, the plurality of affiliated servers being adapted to provide the respective catalogs of item information to the first server and to receive and process the order fulfillment information from the first server.

2. (Original) The integrated shopping cart system of Claim 1, wherein the computer network is the World Wide Web.

3. (Original) The integrated shopping cart system of Claim 1, wherein the items include products and services.

4. (Original) The integrated shopping cart system of Claim 1, wherein the item information includes any of item identification information, cost information, and description information.

5. (Original) The integrated shopping cart system of Claim 1, wherein the order fulfillment information includes any of item identification information and shipping information.

6. (Amended) An electronic shopping cart system integrated with a computer network connecting a plurality of servers together, the computer network being accessible by a user, comprising:

a server associated with a first website, the server including a shopping cart application configured to maintain a shopping cart order of items selected by a user [from] accessing one or

more of a plurality of affiliated websites, and a catalog application adapted to receive item information relating to the items that can be selected by the user [from] accessing one or more of the plurality of affiliated websites, the server being configured to process the shopping cart order and to provide order fulfillment information to the affiliated websites from which the items were selected by the user.

7. (Original) The integrated shopping cart system of Claim 6, wherein the computer network is the World Wide Web.

8. (Original) The integrated electronic shopping cart system of Claim 6, wherein the items include products and services.

9. (Original) The integrated electronic shopping cart system of Claim 6, wherein the item information includes any of item identification information, cost information, and description information.

10. (Original) The integrated shopping cart system of Claim 6, wherein the order fulfillment information includes any of item identification information and shipping information.

11. (Amended) An electronic shopping cart system integrated with a computer network connecting a plurality of servers together, the computer network being accessible by a user, comprising:

a plurality of affiliated servers associated with a like plurality of affiliated websites, each of the affiliated servers including a respective catalog of item information relating to items that can be selected from the respective affiliated websites, the plurality of affiliated servers being adapted to provide the respective catalogs of item information to a first website, wherein the first website maintains a shopping cart order of items selected by a user accessing one or more of the plurality of affiliated websites, each of the affiliated servers being configured to receive order fulfillment information pertaining to respective ones of the items maintained in the shopping cart order from the first website and to process the order fulfillment information.

12. (Original) The integrated shopping cart system of Claim 11, wherein the computer network is the World Wide Web.

13. (Original) The integrated electronic shopping cart system of Claim 11, wherein the items include products and services.

14. (Original) The integrated electronic shopping cart system of Claim 11, wherein the item information includes any of item identification information, cost information, and description information.

15. (Original) The integrated electronic shopping cart system of Claim 11, wherein the order fulfillment information includes any of item identification information and shipping information.

16. (Withdrawn) An integrated shopping cart software application, comprising:

a session initiation software module for establishing a communication session between a first server associated with a first website and an affiliated server associated with an affiliated website within a computer network so that a catalog of item information relating to items that can be selected from the affiliated website that is maintained by the affiliated server is accessible by the first server permitting the selecting of an item from the affiliated website;

an add item software module for informing the first server of the selecting of an item from the affiliated website so that a shopping cart order maintained by the first server is updated to include the selected item from the affiliated website;

an order fulfillment software module for transmitting order fulfillment information to the affiliated server and requesting the affiliated server to process the transmitted order fulfillment information to fulfill a portion of the shopping cart order; and

an error determination software module for managing error information occurring in the communication session between the first server and the affiliated server.

17. (Withdrawn) The integrated shopping cart software application of Claim 16, wherein the session initiation software module permits the first server to transmit request information to the additional server system.

18. (Withdrawn) The integrated shopping cart software application of Claim 17, wherein the request information is transmitted by a communication protocol.

19. (Withdrawn) The integrated shopping cart software application of Claim 18, wherein the communication protocol includes any of FTP, e-mail, HTTP and HTTPS communication protocols.

20. (Withdrawn) The integrated shopping cart software application of Claim 17, wherein the request information includes any of vendor identifier information for identifying the first server, product identifier information for identifying an item from the catalog of item information and session identifier information for maintaining communication session information between the first server and the affiliated server.
21. (Withdrawn) The integrated shopping cart software application of Claim 16, wherein the add item software module permits the additional server system to transmit item information relating to a particular item selected from the catalog of item information to the first server so that the selected item is added to the shopping cart order maintained by the first server.
22. (Withdrawn) The integrated shopping cart software application of Claim 21, wherein the item information is transmitted as an XML message.
23. (Withdrawn) The integrated shopping cart software application of Claim 21, wherein the item information includes any of reference parameter information for identifying the selected item, line item number information for indicating a location in the shopping cart order at which the selected item is located, the quantity of the item selected, the weight of the selected item, inventory number information relating to the selected item, line item description information for associating a description of the selected item, price information of the selected item, session identifier information, and user identifier information.
24. (Withdrawn) The integrated shopping cart software application of Claim 21, wherein an acknowledgement message is transmitted from the first server to the affiliated server upon the first server receiving the item information from the affiliated server.
25. (Withdrawn) The integrated shopping cart software application of Claim 16, wherein the order fulfillment software module permits the first server to transmit request information to the affiliated server so that the affiliated server can fulfill a portion of the shopping cart order.

26. (Withdrawn) The integrated shopping cart software application of Claim 25, wherein the request information is transmitted as an XML message.
27. (Withdrawn) The integrated shopping cart software application of Claim 25, wherein the request information includes any of shipping information, vendor identifier information, reference parameter information, line item information and session identifier information.
28. (Withdrawn) The integrated shopping cart software application of Claim 27, wherein the request information further includes any of tax information, distribution information, payment information, and cost center information.
29. (Withdrawn) The integrated shopping cart software application of Claim 27, wherein the shipping information includes any of shipping address information, contact information, shipping company information and shipping method information.
30. (Withdrawn) The integrated shopping cart software application of Claim 25, wherein an acknowledgement message is transmitted from the affiliated server to the first server upon the affiliated server receiving the request information from the first server.
31. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a shipping price software module for informing the first server of the shipping price of the item selected from the affiliated website.
32. (Withdrawn) The integrated shopping cart software application of Claim 31, wherein the shipping price software module permits the first server to transmit shipping price request information to the affiliated server.
33. (Withdrawn) The integrated shopping cart software application of Claim 32, wherein the request information is transmitted as an XML message.

34. (Withdrawn) The integrated shopping cart software application of Claim 32, wherein the shipping price request information includes any of item information and shipping information.
35. (Withdrawn) The integrated shopping cart software application of Claim 32, wherein an acknowledgement message is transmitted from the affiliated server to the first server upon the affiliated server receiving the request information from the first server.
36. (Withdrawn) The integrated shopping cart software application of Claim 16, wherein order fulfillment notification information is transmitted as an XML message.
37. (Withdrawn) The integrated shopping cart software application of Claim 36, wherein order fulfillment notification information includes any of line item information, reference parameter information, tracking information relating to a shipped item and session identifier information.
38. (Withdrawn) The integrated shopping cart software application of Claim 36, wherein an acknowledgement message is transmitted from the first server to the affiliated server upon the first server receiving the notification information from the affiliated server.
39. (Withdrawn) The integrated shopping cart software application of Claim 16, wherein the error determination software module permits the transmission of an error message to the first server.
40. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a ship notification software module for informing the first server of the fulfillment of a portion of the shopping cart order.
41. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a select-another-item software module for informing the first server of selecting another item from the affiliated website so that the selected item from the affiliated website can be added to the shopping cart order maintained by the first server.

42. (Withdrawn) The integrated shopping cart software application of Claim 41, wherein the select-another-item software module permits the first server system to transmit request information to the additional server system.
43. (Withdrawn) The integrated shopping cart software application of Claim 42, wherein the request information is by a communication protocol.
44. (Withdrawn) The integrated shopping cart software application of Claim 43, wherein the communication protocol includes any of HTTP, HTTPS, FTP and e-mail.
45. (Withdrawn) The integrated shopping cart software application of Claim 41, wherein the request information includes any of vendor identifier information, reference parameter information, action information, session identifier information and line item number information.
46. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a modify item software module for informing the affiliated server system of a request to modify a selected item indicated in the shopping cart order maintained by the first server.
47. (Withdrawn) The integrated shopping cart software application of Claim 45, wherein the request information is transmitted by a communication protocol.
48. (Withdrawn) The integrated shopping cart software application of Claim 47, wherein the communication protocol includes any of HTTP, HTTPS, FTP and e-mail.
49. (Withdrawn) The integrated shopping cart software application of Claim 45, wherein the request information includes any of vendor identifier information, line item number information and session identifier information.
50. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a reorder software module for informing the first server of selecting a previously

selected item from the affiliated website so that the previously selected item can be added to the shopping cart order maintained by the first server.

51. (Withdrawn) The integrated shopping cart software application of Claim 50, wherein the reorder software module permits the first server to transmit request information to the affiliated server.

52. (Withdrawn) The integrated shopping cart software application of Claim 51, wherein the request information is transmitted by a communication protocol.

53. (Withdrawn) The integrated shopping cart software application of Claim 52, wherein the communication protocol includes any of HTTP, HTTPS, FTP and e-mail.

54. (Withdrawn) The integrated shopping cart software application of Claim 51, wherein the request information includes any of vendor identifier information, reference parameter information, line item number information and session identifier information.

55. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a view design software module for viewing an image of a design item created at the affiliated website.

56. (Withdrawn) The integrated shopping cart software application of Claim 55, wherein the view design software module permits the first server to transmit request information to the affiliated server.

57. (Withdrawn) The integrated shopping cart software application of Claim 55, wherein the request information is transmitted by a communication protocol.

58. (Withdrawn) The integrated shopping cart software application of Claim 57, wherein the communication protocol includes any of HTTP, HTTPS, FTP and e-mail.

59. (Withdrawn) The integrated shopping cart software application of Claim 56, wherein the request information includes any of vendor identifier information, reference parameter information, line item number information, zoom factor information and session identifier information.

60. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a create another product software module for informing the affiliated server of creating a custom design item.

61. (Withdrawn) The integrated shopping cart software application of Claim 60, wherein the create another product software module permits the first server to transmit request information to the affiliated server.

62. (Withdrawn) The integrated shopping cart software application of Claim 61, wherein the request information is transmitted by a communication protocol.

63. (Withdrawn) The integrated shopping cart software application of Claim 62, wherein the communication protocol includes any of HTTP, HTTPS, FTP and e-mail.

64. (Withdrawn) The integrated shopping cart software application of Claim 61, wherein the request information includes any of vendor identifier information, reference parameter information, line item number information, product identifier information for indicating a particular design item template to provide to facilitate the creating of another product, and session identifier information.

65. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a save design software module for informing the first server of a saved design item on the affiliated server.

66. (Withdrawn) The integrated shopping cart software application of Claim 65, wherein the saved design item includes any of custom design items, non-custom design items, and non-printable items.
67. (Withdrawn) The integrated shopping cart software application of Claim 65, wherein the save design software module permits the affiliated server to transmit request information to the first server.
68. (Withdrawn) The integrated shopping cart software application of Claim 67, wherein the request information is transmitted as an XML message.
69. (Withdrawn) The integrated shopping cart software application of Claim 67, wherein the request information includes any of reference parameter information, line item information and item description information.
70. (Withdrawn) The integrated shopping cart software application of Claim 67, wherein an acknowledgement message is transmitted from the first server to the affiliated server upon the first server receiving the saved design notification information from the affiliated server.
71. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising an order placement software module for informing the affiliated server to fulfill an order for an item selected from a different affiliated website.
72. (Withdrawn) The integrated shopping cart software application of Claim 71, wherein the order placement software module permits the first server to transmit request information to the affiliated server.
73. (Withdrawn) The integrated shopping cart software application of Claim 72, wherein the request information is transmitted as an XML message.

74. (Withdrawn) The integrated shopping cart software application of Claim 72, wherein the request information includes any of vendor identifier information, reference parameter information, line item information and shipping information.
75. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a reorder fulfillment software module for informing the affiliated server of the fulfilling of an item in the shopping cart order that was previously fulfilled by the affiliated server.
76. (Withdrawn) The integrated shopping cart software application of Claim 75, wherein the reorder fulfillment software module permits the first server to transmit request information to the affiliated server.
77. (Withdrawn) The integrated shopping cart software application of Claim 76, wherein the request information is transmitted as an XML message.
78. (Withdrawn) The integrated shopping cart software application of Claim 76, wherein the request information includes any of shipping information, vendor identifier information, reference parameter information, and line item information.
79. (Withdrawn) A method for incorporating integrated shopping cart functionality in a computer network, comprising the steps of:
- installing an integrated shopping cart testing software toolkit, having a plurality of test modules incorporated therein, on an affiliated server associated with an affiliated website;
 - accessing the affiliated server by a first server and activating the integrated shopping cart testing software toolkit to test the functionality of the plurality of test modules incorporated therein;
 - testing the functionality of the plurality of test modules by transmitting parameter information from the first server to the affiliated server;
 - indicating the status of transmitting the parameter information to reflect the result of a communication between the first server and the affiliated server; and

in the event of a failed communication between the first server and the affiliated server, re-configuring the affiliated server and re-testing the functionality of the plurality of test modules until each of the test modules are successfully tested.

80. (Withdrawn) The method of Claim 79, wherein the plurality of test modules includes a respective test module associated with a respective module of an integrated shopping cart software application.

81. (Withdrawn) The method of Claim 79, wherein the parameter information is transmitted by any of the HTTPS, HTTP, FTP and e-mail communication protocols.

82. (Withdrawn) An integrated electronic shopping cart system, comprising:

a first server system connected with a computer network including at least one client computer system, the first server system being associated with a first website and including a shopping cart application configured to maintain a shopping cart order of items selected by a user from an affiliated website, and a catalog application adapted to receive item information relating to the items that can be selected by the user from the affiliated website, the first server system being configured to process the shopping cart order and to provide order fulfillment information to the affiliated website;

an affiliated server system associated with the affiliated website and including a respective catalog of item information relating to the items that can be selected from the affiliated website, the affiliated server system being adapted to provide the catalog of item information to the first server system and to receive and process the order fulfillment information from the first server system, the affiliated server system further including

at least one server system configured to communicate with at least one client system;

at least one image server system configured to receive custom print information, including custom print design item information, from the client system and to provide the custom print design item information to the at least one server system so that the custom print design item information can be dynamically displayed to the at least one client system to indicate any modification to the custom print design item information;

at least one file server system configured to store the custom print information; and

at least one process server system configured to format the custom print information and to generate a print order;

each of the at least one server system, at least one image server system, at least one file server system and at least one process server system being in communication with each other so that custom print information can be provided between them; and

at least one printing facility in communication with the affiliated server, the at least one printing facility configured to receive the formatted custom print information from the affiliated server and to process the print order in accordance with the custom print information.

83. (Withdrawn) The integrated electronic shopping cart system of Claim 82, wherein the custom print information includes any of graphical information, audio-visual information, image information and textual information.

84. (Withdrawn) The integrated electronic shopping cart system of Claim 82, wherein the custom print information is provided from a client system in communication with the affiliated server system.

85. (Withdrawn) The integrated electronic shopping cart system of Claim 82, wherein the custom print information is included in at least one design file that describes the layout of a custom print design item associated with the custom print information.

86. (Withdrawn) The integrated electronic shopping cart system of Claim 85, wherein the at least one design file further describes non-print items associated with the custom print information.

87. (Withdrawn) The integrated electronic shopping cart system of Claim 85, wherein the layout of the custom print design item described in the design file is updated to indicate any modification to the custom print design item information.

88. (Withdrawn) The integrated electronic shopping cart system of Claim 87, wherein the modified custom print design item information is displayed in real-time.
89. (Withdrawn) The integrated electronic shopping cart system of Claim 82, wherein the custom print design item information is modified in accordance with a predetermined ruleset for a selected print medium.
90. (Withdrawn) The electronic shopping cart system of Claim 82, wherein the custom print information is formatted into a format that is recognizable by the at least one printing facility.